CHICAGO SIGN SALES CORP.
Manufacturers of Diamond Neon Signs
AND ALL OTHER TYPES OF
ELECTRIC SIGNS

1935
Chicago Sign Sales Corporation - Charlotte, N. C.
fic
5/86
4099

Diamond Neon SIGNS

Manufactured by

Chicago Sign Sales Corp.

Charlotte, North Carolina

Manufacturers of ALL TYPES ELECTRIC SIGNS

. . . FOREWORD . . .

THE merchant who is selecting an electric sign should bear in mind that, while he is making an investment, he is also buying a PERMANENT advertising medium, to last for many years. He is not simply buying sheet metal, glass and paint—raw products—but the combining of such things into ATTRACTIVE ADVERTISING.

Since Neon has taken the country by storm, he is faced with another problem. Heretofore, when he purchased and paid for a sign, he was usually finished with the transaction. But with the purchase of a neon sign, he must consider the soundness—the strength—of the manufacturer, so that in years to come, should he need service, the manufacturer will be able to give him that service. Too many small companies have been formed, and soon go out of business, leaving the customer a guarantee that is worth no more than the paper upon which it is printed. Therefore, the customer must not only consider the original purchase price of the sign, but the value to him of a sound, liberal and worthwhile guarantee that accompanies the purchase.

We have started from a very small, humble position, and have grown to be one of the largest and most outstanding manufacturers of electric signs in the country. Today, you see our signs in almost every corner of the United States—our growth has been phenomenal, but solid. We give a very liberal guarantee, which is backed up by a large, national organization—successful and dependable.

We attribute our great success not only to our quality product, our low prices, and our national distribution, but mainly to our great desire and efforts to SATISFY THE CUSTOMER.

AVERY LIBRARY
COLUMBIA UNIVERSITY

Neon

. . . AND ITS HISTORY . . .

DUE to the fact that so few merchants know anything about neon—its principle—and how it operates, we feel we should clarify the confusion of ideas, and explain it "in everyday language" rather than in technical terms.

Neon, is taken from the Greek word, "Neo," meaning NEW. It is the name given to one of the rare gases of the elements. The natural color of neon gas is red, but in order to bring out this color you have to pass "waves" of electricity through it. Our regular 110 volt current does not pass enough "waves" through it, so we "step up" the current to 15,000 volts (depending upon the number of feet of tubing), thereby causing "high voltage friction." When this current passes through at such high voltage, it brings out the natural color of the gas.

To make a letter, we simply exhaust all the air and impurities, moisture, etc., that may be in the glass tube, after it has been shaped to the desired letters. We take out all this air, and heat the tube thoroughly with electricity. At each end of the tube is a piece of metal. The name for this is "electrode." The electric current jumps from one end of the tube to the other end, at which the electrodes are placed. After the air is taken out, and vacuum formed, we permit this vacuum to draw in 10 millimeters of neon gas, seal the tube, and you have the finished product.

The life of the tube depends upon the care and skill and experience used in cleaning out and exhausting the tube while in the above process, and the type of electrode used. Diamond Neon electrodes are subjected to a heat of 1800 degrees FAHRENHEIT, and are treated in various chemicals, giving practically a lifetime service. We use the most delicate instruments in guaging vacuums, pressures, etc., instead of using the "rule of thumb" so commonly used in small shops which lack precise instruments and skillful workmanship.

Our Guarantee

BOND

We, the Chicago Sign Sales Corporation, hereby guarantee our Diamond Neon Tubes, for a period of three years after date of contract.

We guarantee them to be free from any imperfections, and should any of the tubes give trouble of any sort (except for breakage) during that period, we will REPAIR DEFECTIVE TUBES sent to us prepaid express, without any charge to customer for repumping or repairing them.

Our tubes are all connected from the outside, so anyone can take out or put in a tube in a few minutes' time. You do not have to alter or touch any interior wiring in the sign. If a sign does not work right, we ask the customer to take out the defective parts, and SEND THEM TO US prepaid express, and they will receive instant attention.

We Replace Breakage in Transit Free of Charge to Customers

Should your sign arrive with any breakage, secure a bad order report from the transportation company, which is proof for us that damage occurred in transit, and send this bad order report together with your paid freight or express bill, and we will handle all claims for such damage, sending you new tubes via prepaid express IMMEDIATELY upon receipt of such papers.

This is an unconditional guarantee given to protect our customers. There are no "strings" attached to it. We want you to derive 100% satisfaction from your Diamond Neon Sign, and will give you the best service possible. A satisfied customer will sell more signs for us than any salesman.

GENERAL CONSTRUCTION OF DIAMOND NEON SIGNS

Since the general construction determines the life of a sign, and since the customer should take into consideration, more so now than heretofore, the quality and construction, rather than the original purchase price of a sign, we are attempting to point out the most outstanding facts in the construction of a DIAMOND NEON sign. Good construction will prevent much trouble—trouble which in later years proves very expensive to customers, if not apprehended at once in the construction of the sign.

1. Our signs are built of HEAVY CORRUGATED COPPERIZED SHEET STEEL, using galvannealed metal, instead of ordinary galvanized metal. This gives double life to the painted surface, as it holds paint so much longer than ordinary galvanized sheet metal.

2. Our signs are FINISHED IN DUCO, giving each sign from 5 to 9 coats of this lacquer, depending upon the colors used. We first use an oxidized oil primer, which gives a "permanent" foothold, and gives long life to the painted surface.

3. LIQUID BAKELITE USED IN PROTECTING PAINTED SURFACE. A new invention of science, is the application of BAKELITE—that fireproof, and most durable composition—in a liquid form. It is slightly amber tinged, similar to varnish, and produced in liquid form. We spray two coats of this on top of the finished paint job, and when this once thoroughly hardens, neither sun nor heat nor rain can fade or mar the painted surface. Its durability is comparable to Porcelain Enamel itself.

4. ANGLE IRON STRUCTURE THROUGH ENTIRE SIGN. We run heavy angle iron construction through the entire sign, and in reality, the sign body is bolted to this steel framework, the same as a steel bridge is formed.

5. NATIONAL BOARD OF FIRE UNDERWRITERS APPROVAL ON OUR WIRING. All wiring is made to conform with the rulings of the fire underwriters. This is of extreme importance in neon signs, since neon signs operate on high voltage, and may easily "arc" in wet weather. Signs not made in accordance with the above specifications, frequently "shimmy" and quiver in wet weather, causing short circuits, frequent burned out tubes, and burned out transformers.

6. UNDERWRITERS LABORATORIES LABEL on every sign. This not only certifies to the proper wiring, but also acts as an insurance guarantee to the customer that the workmanship in the sign, and EACH PIECE OF MATERIAL put in the sign, has in turn been inspected and examined. The Underwriters Laboratories test materials for highest specifications of weights, classifications, and qualities. They guage the metal, the wire, the number and size of bolts, stiffeners, etc., throughout the sign.

7. LIBERAL GUARANTEE. Our neon tube guarantee is described on page 3. We give a most liberal guarantee, for which many companies charge a high service fee. We give this FREE for three years.

Again, *WE LEAD THE INDUSTRY*

WITH OUR

SPECIAL BEER SIGN

Liberal Terms **Liberal Guarantee**

MADE IN 4 SIZES

The beautiful beer sign shown on this page is made in 4 attractive sizes, to meet every pocketbook, for small dealer or large place. We make this sign in the colors shown above. The "mug" is painted on, as shown, and the word beer is in neon letters. The sign is double faced, and comes complete, ready to hang, with all standard hanging parts.

Beer Sign No. 1
36" long, 24" high
6" letters with red neon
"Mug" is 24" high

Beer Sign No. 2
42" long, 30" high
8" letters with red neon
"Mug" is 30" high

Beer Sign No. 3
54" long, 36" high
10" letters with red neon
"Mug" is 36" high

Beer Sign No. 4
58" long, 36" high
12" letters with red neon
"Mug" is 36" high

If It's "Movement" You Want,

...Buy "The Flash"

Diamond NEON SIGN

The Flash is made for the merchant that wants "snappy movement." We now make The Flash to fit every business, with almost any amount of lettering. The reading matter is made steady burning, and is made in whatever size letters customer desires. The border is a "single" border on the channel of the sign, and is made to revolve at high speed.

MOVEMENT CATCHES THE EYE. ***The Flash makes your sign stand out among all other neon signs.***

Neon Outlines

FOR STORE WINDOWS AND BUILDINGS

These illustrations show how attractive you can make a window or building, by simply outlining them in attractive neon tubes. The gay colors compel attention, and intensify the location, doubling their advertising values. The cost is low, the operation cost of electricity is very little, and they are easily installed.

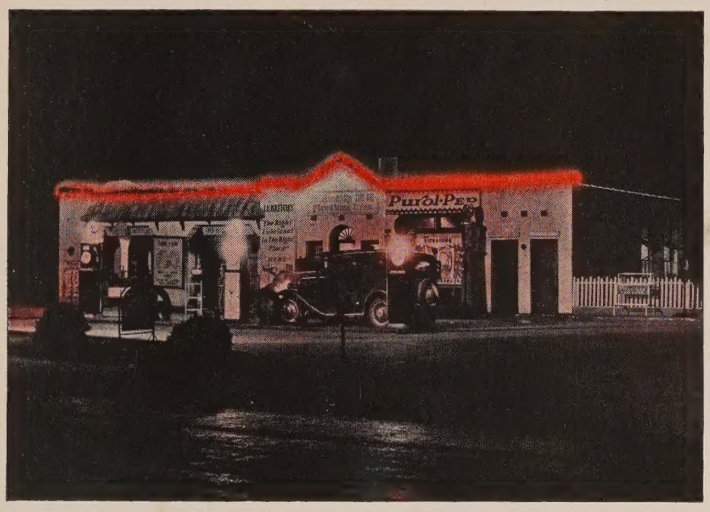


Fig. 101

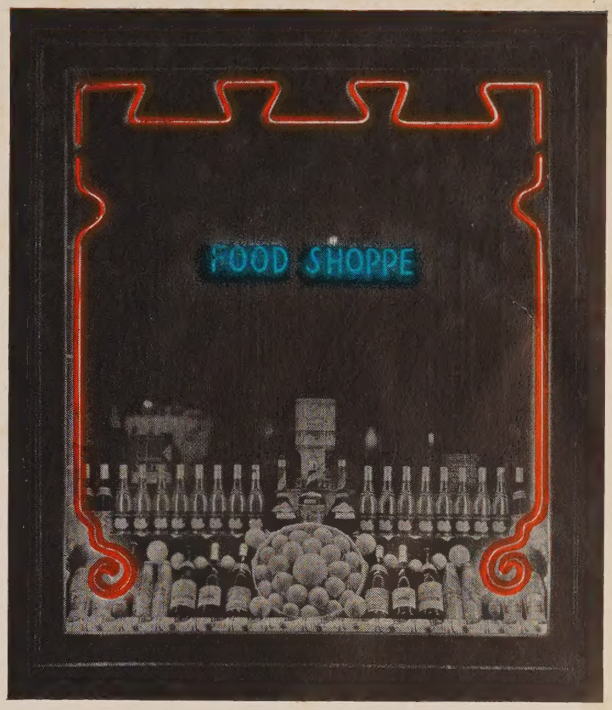
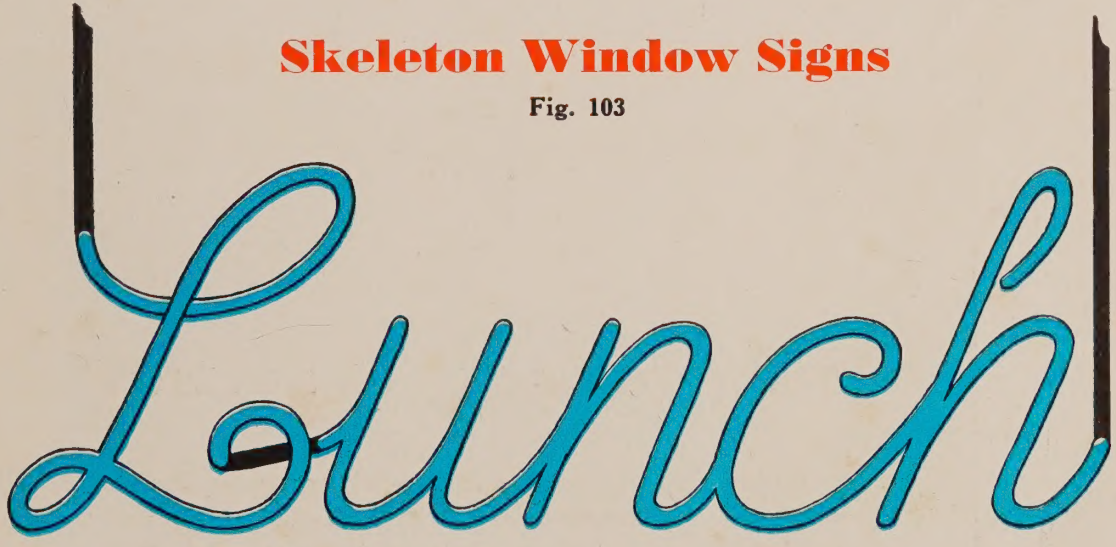


Fig. 102

In outlining windows, it is necessary that you give us accurate measurements of the actual glass INSIDE the window, so we can make the tube supports of proper lengths. In outlining buildings, be sure that you give exact measurements of the parts of the building to be outlined. Try to show if there are any projections on the building, and where wood frame, brick, etc., are placed, so we can prepare everything for an easy installation.

Skeleton Window Signs

Fig. 103



Nothing draws more attention to a window than a brilliant neon window sign. We make these signs with all size letters, both in script letters or block letters. We include everything necessary for complete installation, including all hanging wires, hooks, etc. One of these signs can be installed by anyone in less than an hour.

Window neon signs are equipped with "window type transformers." These come complete with a "plug in cord," an on and off switch, etc., so you simply plug them in the nearest convenient light socket, and you have your switch, etc., all ready for operation.

Fig. 104

Skeleton Neon Letter Roof Signs

For long distance reading, and a massive and impressive display, nothing equals a roof sign.

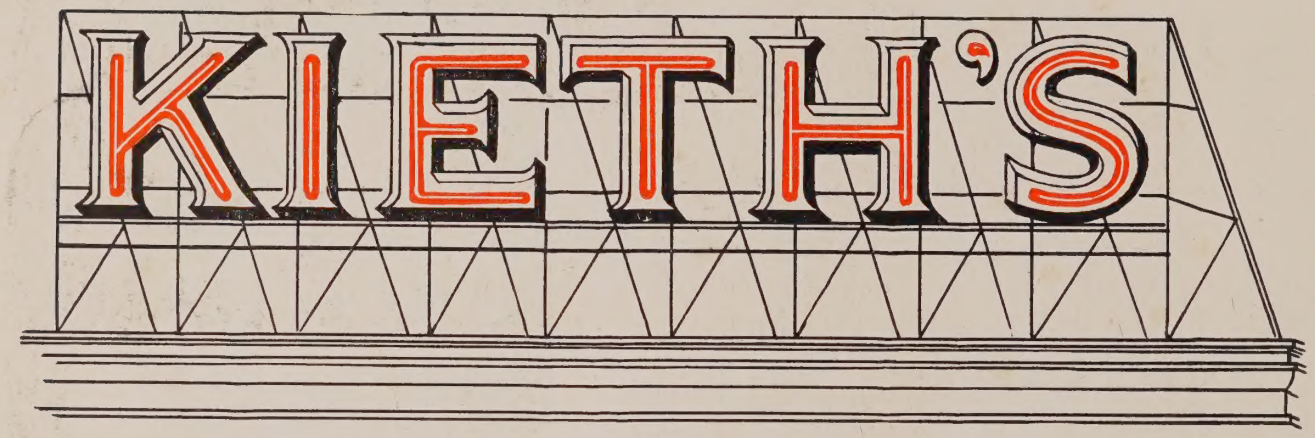
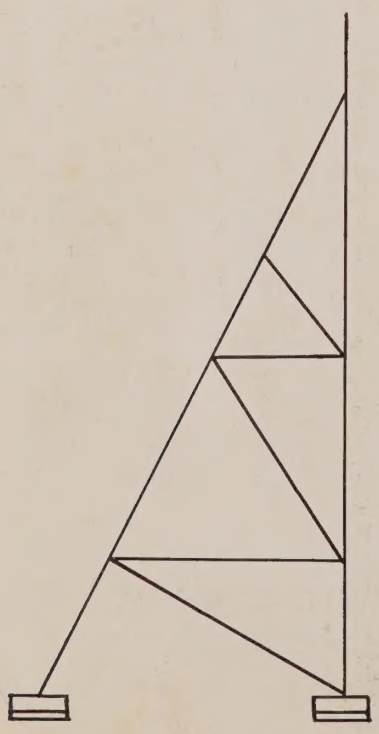


Fig. 105

Skeleton letter signs are solidly constructed of steel, and in letters 36" and larger, an individual transformer is used for each letter. Letters are made so they can easily be fastened to the steel structure upon which they are to be mounted. We will make skeleton letters from 16" upwards, but do not recommend the use of them in any letters smaller than 24".

Neon tubes are mounted on the letters, and they are shipped complete, ready for installation.



STEEL STRUCTURES FOR SKELETON ROOF SIGNS

Ordinarily, we do not furnish steel structures, for that really can be furnished locally at a lower price, saving freight, etc., and at the same time, the local people know the slant of the roof, etc., and it is not advisable to have the steel structure made at the factory.

However, we show the type of steel work needed in this illustration. Such "struts" should be 8' or 9', center to center. If we make the steel structure, be sure to specify the slant of the roof, whether concrete or gravel roof, etc., giving full data.

THE illustrations on this page are merely offered as suggestions of attractive signs for cafes and eating places.

You can have these signs in any sizes, with any amount of lettering, using any size neon letter you desire.

As a suggestion, figure 106 offers a very nice display for a cafe. For smaller cafes, we would suggest using letters in CAFE either 6", 8", or 10" in size. For larger places, we would set the range at either 10", 12", 14", or larger letters.

Figure 106 as illustrated, has 8" letters in CAFE and 6" painted letters.

Fig. 106

Fig. 107

BILL'S Eat Shop shown in figure 107, is intended for places requiring a short, snappy message, such as EAT, GAS, OIL, etc.

Sometimes one's location prevents putting out a long word, such as Lunch, Restaurant, GASOLINE, etc., and it then becomes advisable to use this shorter word.

While the price is lower when using smaller letters, we believe that one should use as large letters as possible, for the "message" in your sign is brief, and should be made as large as possible.

Figure 107 is designed here with 10" letters, but may be had in 6", 8", 10", 12", or larger letters. The top and bottom lines are 6" painted letters.

Here Are the 4 Largest

ICE CREAM PARLORS, DRUG STORES

THE VALUE of an electric sign lies mostly in its "power of suggestion". The four businesses represented on these two pages benefit more by this "power of suggestion" than most others. Ordinarily, when a person wants to buy furniture, or a suit of clothes, or an automobile, he gives it lengthy consideration. But one acts entirely upon the impulse of the moment when buying candy, soda, cigars, cigarettes, etc.,

Fig. 108

This Soda sign, Fig. 108, is one of many suitable designs for candy stores, ice cream parlors, etc. The merchant should guide his selection of the size of sign, according to his place of business, amount he wishes to invest, etc.

Fig. 108 as illustrated, is designed with 8" letters.

Possibly no other sign in our line has been more popular than figure 109, made with 10" or 12" letters. Of course this sign may be had in any size letters, but 10" and 12" are used more than any others.

Fig. 109

Users of Neon Signs!!

RESTAURANTS, AND HOTELS

or when going to eat. Tourists are attracted by the outside appearance of a hotel, and stop at the place that appeals to them most.

Hence, to these businesses, a neon sign is a very necessary investment. It stands out like a glowing semaphor, REMINDING and suggesting to people, WHILE THEY ARE WITHIN A BUYING DISTANCE. It is a DIRECT sales producer with these businesses, bringing immediate profits.

Like figure 109, the lunch sign in figure 110 is also used mostly in 10" and 12" letters, though many lunch rooms often buy this sign in 8" letters. A great many buy this with 16" letters, so you can see how widely this selection ranges. We merely show this sign in blue neon, to demonstrate the appearance of various colors of neon.

Fig. 110

Fig. 111

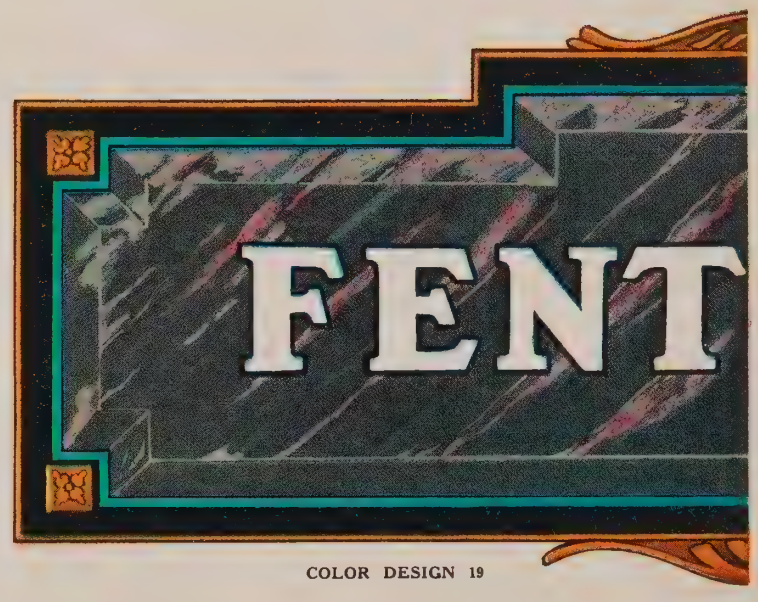
Where a hotel cannot use a horizontal style sign, as shown in figures 109 and 110, we recommend using figure 111. However, it is a safe rule to bear in mind that a horizontal sign is more easily read, and should be used wherever possible.

Figure 111 is shown in 12" letters, as hotels, being larger buildings, seldom buy this under 10" or 12" letters, and those wishing to get greater prestige and more favorable attention, use 14" and 16" letters.

Any of These Color Designs

COLOR DESIGN 12

COLOR DESIGN 11



COLOR DESIGN 19

May Be Had on Any Sign

COLOR DESIGN 13

COLOR DESIGN 15

COLOR DESIGN 14

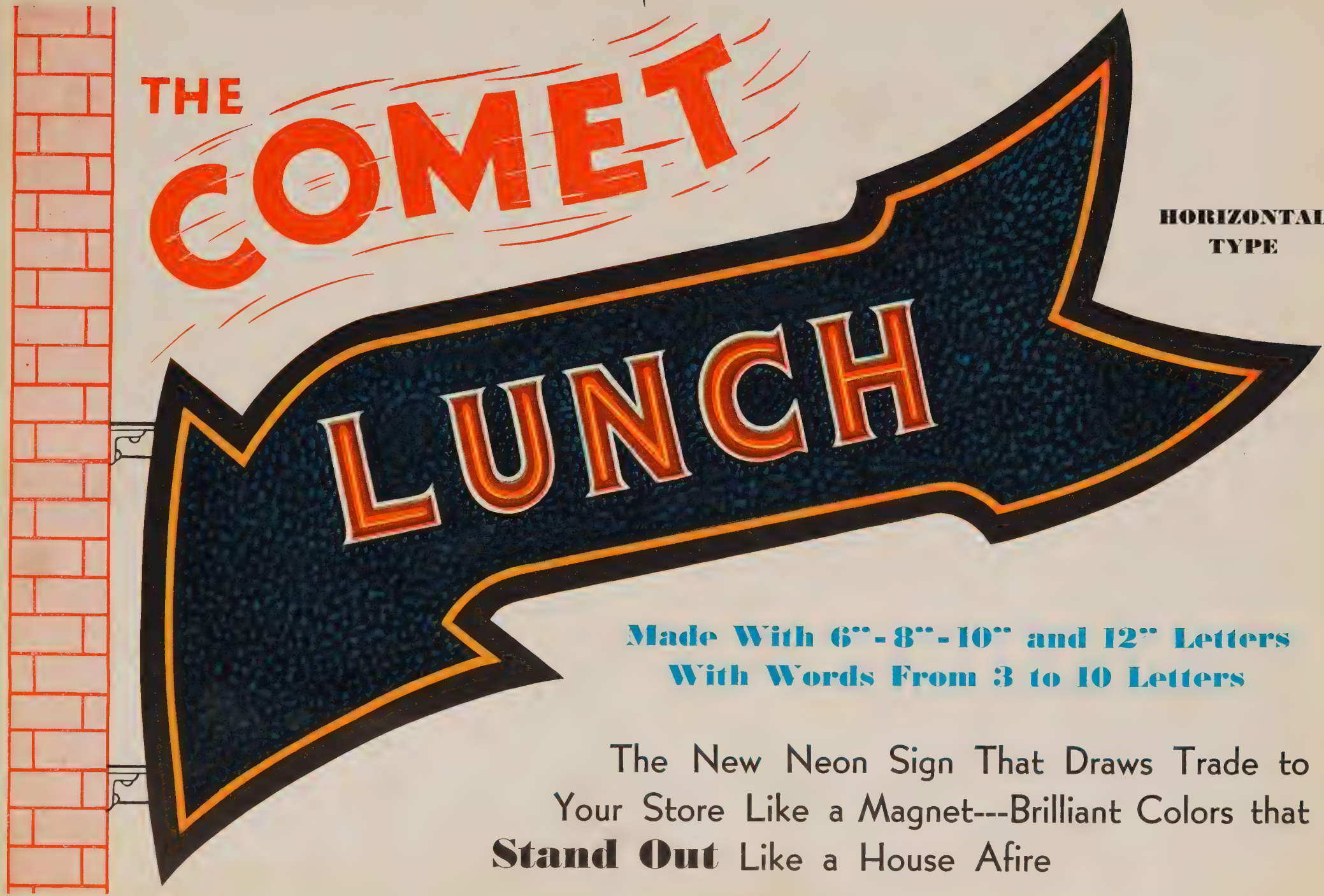
Diamond Neon Dazzler

MADE WITH 8" 10" or 12" LETTERS

MODERNISTIC! COMPELLING!

Horizontal Type

Just Picture This Sign Over Your Door!



HORIZONTAL TYPE

Made With 6"-8"-10" and 12" Letters
With Words From 3 to 10 Letters

The New Neon Sign That Draws Trade to Your Store Like a Magnet---Brilliant Colors that **Stand Out** Like a House Afire

The Diamond Neon COMET

VERTICAL TYPE

The **Comet** will make your store one of the Show Places of town

Unique in **Design**

Points the way to Bigger Business

NO LONGER need price stand between you and a modern, up-to-the minute Neon Sign. Never before has such an opportunity been presented to you. Large scale production in our fully equipped Neon Sign Factory enables us to produce signs like the COMET—vertical or horizontal styles—in all sizes, at a price that makes this the outstanding value in the entire Neon Sign industry.

Neon signs have taken the country by storm. But heretofore, their prices were so high, that only the fortunate few could afford to buy them. Then we entered the field. Backed by our financial resources and years of experience in the making of electric signs, we were determined to create a new era in Neon Sign history.

Our large factory—newest machinery—efficient method of manufacture, our large and well established finances, succeeded in producing Neon Signs to sell at amazingly low prices, and terms that enable everyone to own one.

THE Diamond Neon Comet is double faced, made of the best materials, giving it a lifetime endurance. The vertical sign shown here, and the horizontal sign shown below, can be had with ANY LETTERING YOU DESIRE, using letters in 6", 8", 10", or 12" size. THE COMET IS MADE TO FIT YOUR NEEDS.

Look no further! This is your best bet. The arrow, pointing to the store entrance, makes an illuminated invitation that people cannot resist. It will single YOU out as a man who is modern and up-to-the-minute in business practices.

Every merchant who is alive and aggressive knows that his success depends upon getting people into his store. No other medium of advertising draws the attention of the multitudes like a Neon Sign Broadway's great White Way of a few years ago has been replaced by the red, blue and green of Neon Signs. Your store will stand out like a brilliant beacon that will draw people to it—and the COMET, both horizontal and vertical, by their novel appearance will give your place an identity which cannot be forgotten.

Let your place be known as the Store with the ARROW

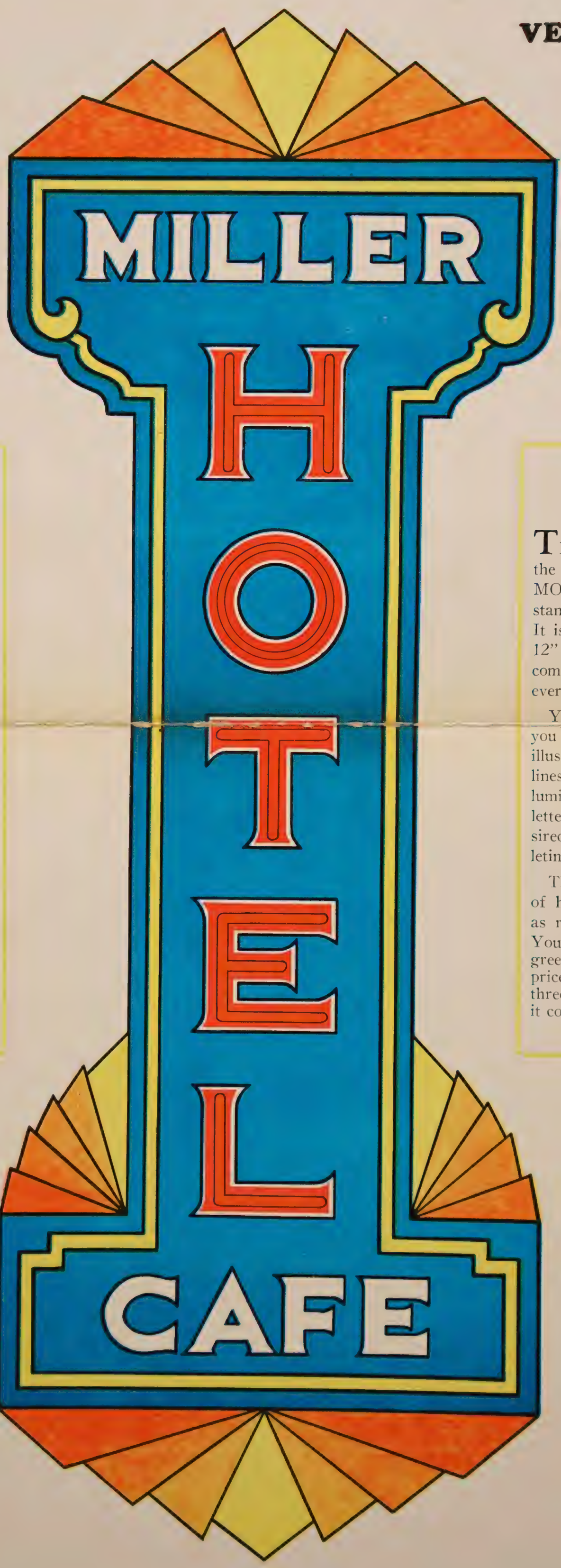
Shipped complete ready to hang A few hours work for two men

It's easy to buy, and easy to pay,
When you buy your sign, the DIAMOND way!

Diamond Neon Dazzler

MADE WITH 8" 10" or 12" LETTERS

VERTICAL TYPE



"The Dazzler's Bright, Both Day and Night"

Brilliancy Brings Business

BUSINESS today is a fight. Success comes to the man who uses the proper weapons, and makes the strongest efforts to CREATE a demand for his merchandise. Advertising is the accepted weapon of the business man who gets ahead.

Diamond Neon Signs are the most direct weapon the merchant can use. There isn't a store, no matter how small, that does not display a sign.

But there are signs—and SIGNS. The fighter will not be content with chance observation. He "hits 'em in the eye" and makes 'em look. He knows that brilliancy lights the pathway to his doors.

The Diamond Neon Dazzler is the modern weapon for the merchant who won't take a back seat. It blazes your message up and down the street, constantly REMINDING people of WHO you are, WHAT you are, and WHERE you are.

Description and Specifications

THE DAZZLER is offered for the business man who desires MODERNISM, and beauty that stands forth among all other signs. It is made with either 8", 10", or 12" letters, so that the price range comes within the pocketbook of every store.

You may have any color design you prefer, or simply order "as per illustration." The top and bottom lines are in 6" painted letters, unilluminated, though you can use neon letters for these lines also, if desired (see special offer in price bulletin).

The Dazzler is double faced, and of heavy steel construction, being as rigidly built as a steel bridge. You may have this in red, blue, or green neon tubes. This sign is priced to you with words of from three letters to ten letters, so that it covers practically every business.

Sign Finished in GENUINE DUCO ONLY. (Same Finish as is Applied to Most Expensive Automobiles.)

Heavy Copper Bearing CORRUGATED Steel Faces. (This Adds to Rigidity and Life of Sign.)

The Opal Glass Letter Sign

Fig. 112

There are still a few locations where raised opal glass letter signs will be needed, although they are seldom used any more. We offer this as a contrast among our NEON illustrations.

This sign is made in all sizes, with any reading matter. Consult price list for data.

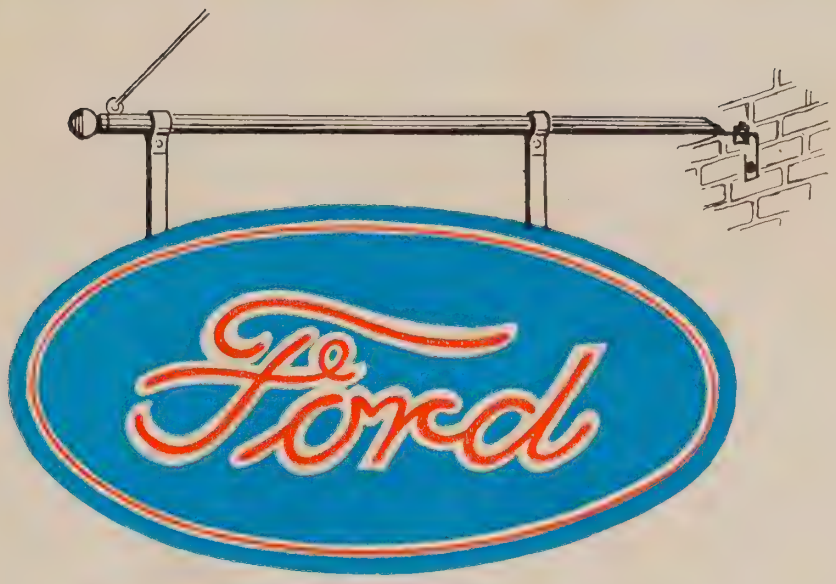


Fig. 113

Ford Signs

We make this stock Ford sign in several sizes. It is a standard sign, with the Ford Script as shown. The Blue body is a much darker blue than that shown in this catalog. It may be had with or without neon borders.

Fig. 115

This GAS sign tells its message briefly. The top and bottom lines are painted. This sign is very often used with only the word GAS, and no painted letters. Of course figure 115 can be had with any reading matter, and any size letters. This illustration shows it with 12" letters.

The GARAGE sign shown below is a standard stock sign made for this trade. We make this in all sizes, both with and without the painted letters on top and bottom lines, and with and without neon borders. This may be had in any size letters. The figure shown below has 12" letters.

Fig. 114

Fig. 116

JONES READY-TO-WEAR sign is an excellent sample of script lettering. In selling script letter signs, don't ask, for example, "quote six inch script." This is an error. In script, you must guage the size of each letter. For in the word JONES, you not only have 10" letters in ONE'S but the CAPITAL letter J, to be in proper proportion, is about 24" high. So when you figure script, figure EACH LETTER SIZE, taking into consideration upper and lower case letters. In figuring the "tail" under the word, estimate how many lineal feet of tubing are in this, and figure it as though you had "border tubing."

Fig. 117

Sherman's Sign, shown on figure 117, is an example of a sign made with top and bottom lines painted, and 8" letters with neon tubes in the name. This arrangement is very popular. Of course you can use any size letters, but this merely gives an idea of this combination.

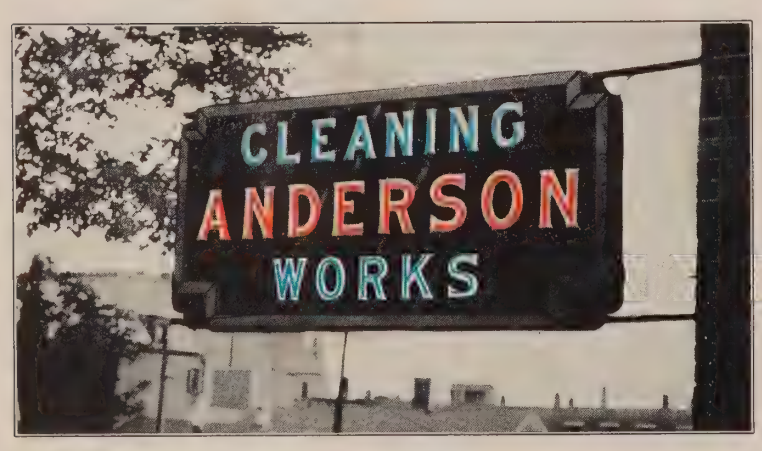


Fig. 118

The Anderson Cleaning Sign is a good example of color harmony. This sign has 4", 6", and 8" letters, and makes a neat display.

Furniture Signs

BOTH the signs on this page give a nice display for Furniture Stores. It is not to be assumed that furniture stores use only vertical signs, but in most cases, where larger letters are used, the horizontal sign projects further than is desired, although the best advertising rule is to use horizontal signs wherever possible.

Fig. 119

The Dignity of a Well Chosen Electric Sign Stands Out Like An Engraved Name Card of Your Business

Fig. 120

Figure 119 shows 10" letters with neon, and 6" painted letters on top and bottom lines. Figure 120 shows 12" letters in FURNITURE, and 6" raised opal glass letters on top and bottom lines. In one instance, we have painted red behind the tubes, and in the other, white behind the tubes. These illustrations are merely offered as suggestions.

Fig. 121

The Raleigh Hotel sign has 8" raised opal glass letters in RALEIGH, and 12" letters with neon in HOTEL. The bottom line is painted. This makes a good day and night sign.

These attractive Hotel Signs stand out like glowing semaphors, directing transients to the hotel doors, both day and night.

Travelers and tourists don't have to stop and ask "Where's the hotel?" Let your Neon Sign direct them.

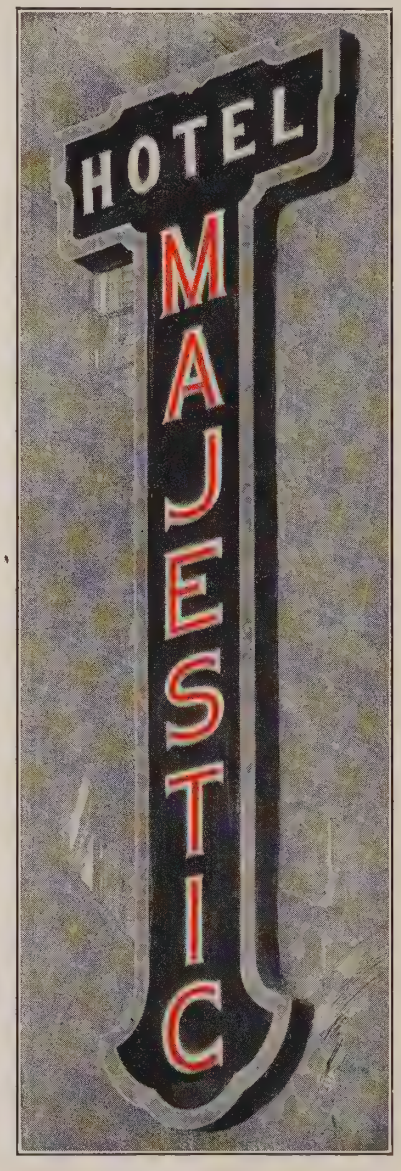


Fig. 122

The Majestic Hotel Sign is similar to the Raleigh Hotel Sign, but has no painted line on bottom. Whenever we have no painted line, we always put some fancy shape on bottom, so it won't look "box like."

Night crowds are drawn and attracted to the bright places that glitter with life and light.

The dazzling brilliancy of an electric sign reaches up and down the street, much further than any show window.

Fig. 123

The Fox Drug Sign really shows an "error" on the part of a merchant. It is not advisable to use DRUG. One should use DRUGS. However, this is a small neon sign, attractive, and yet not costly. Four and six-inch neon letters are used.

Fig. 124

Figure 124 shows a nice, bold, outstanding DRUGS sign. Here is one case where the merchant advertised his phone number. Six and twelve-inch letters were used on this sign.

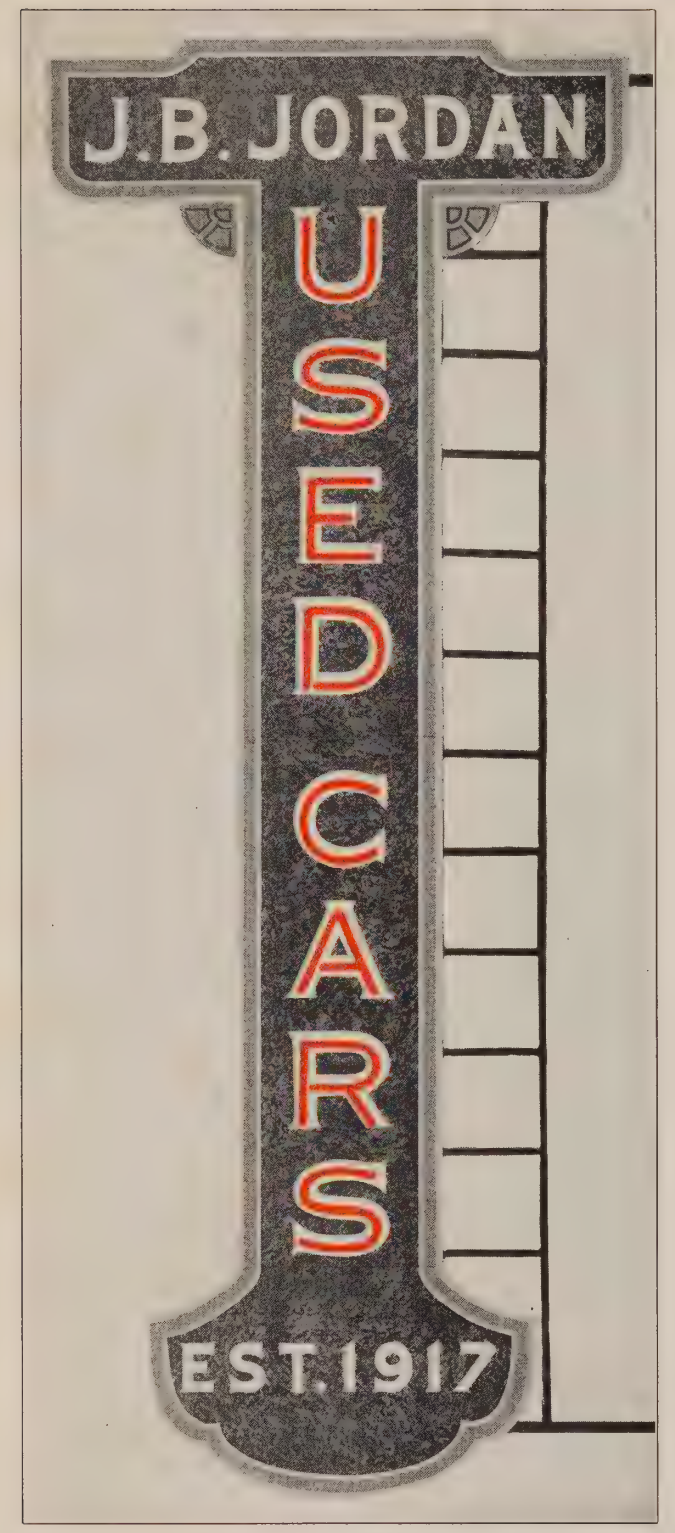


Fig. 125

The Used Car sign shown here has painted letters on the top and bottom lines, and 8" letters in USED CARS. This illustration shows the use of a ladder on vertical signs. This is often desired, and of great use, on very large signs.

An Electric Sign Tells Your Story at a Glance

◆

The Lyric Theatre sign is a simple design, with 6" and 12" letters being used. You may have such signs in any combination.

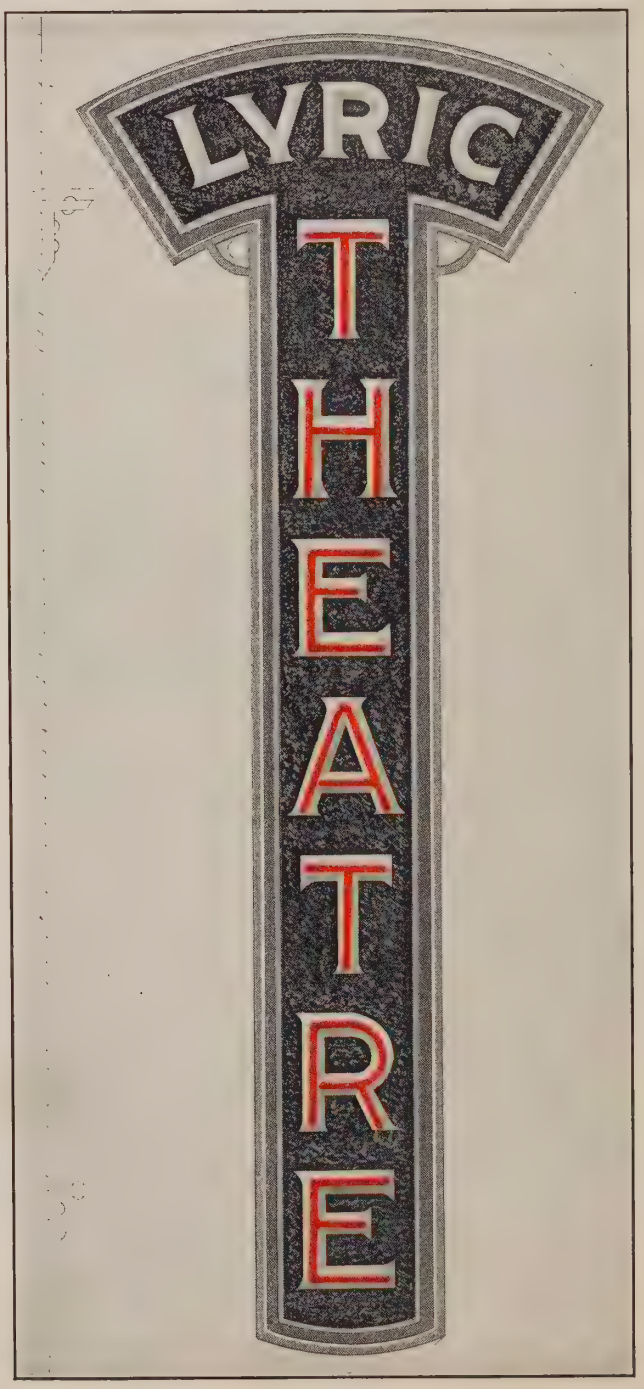


Fig. 126

Let Your Electric Sign Seek Your Customers

Fig. 127

This Garage Sign is simple, yet very attractive. It is a very popular shape for a sign, and used very often. This is practically a stock sign with us, and made with all size letters.

Don't Make It Necessary for Your CUSTOMERS to Hunt for YOU

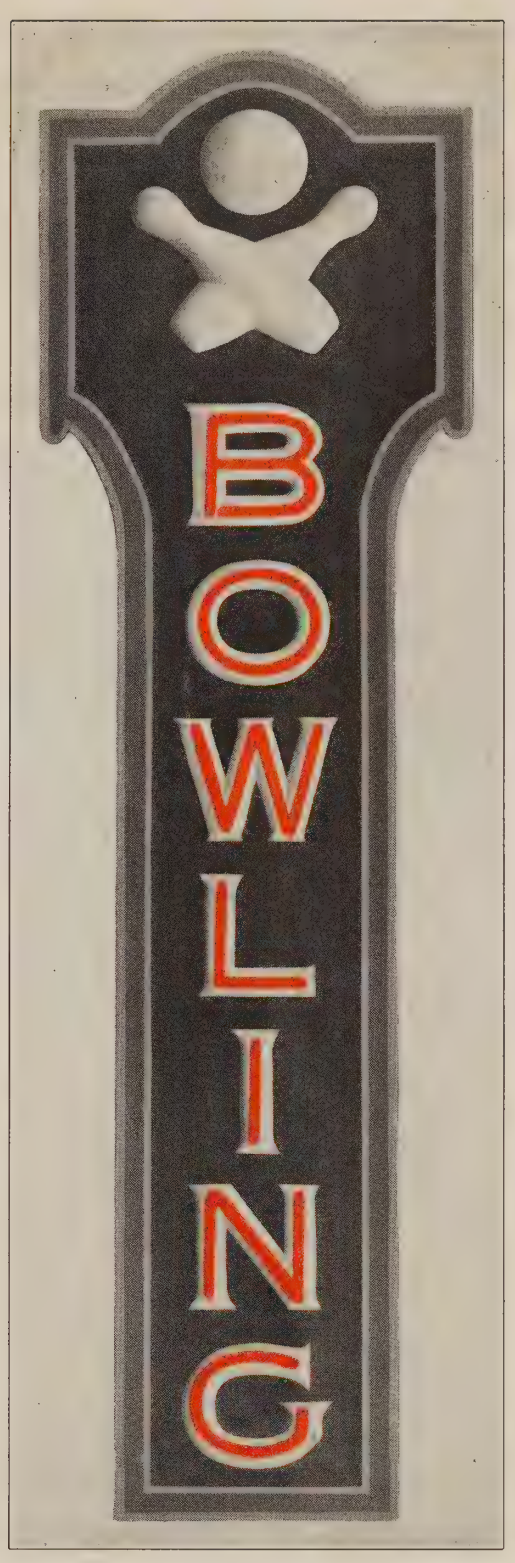


Fig. 128

The BOWLING sign shown here has the emblem on top in raised opal glass, although you can simply paint this on the sign body. Our price list tells how much to charge for the BALL AND PINS emblem. The word BOWLING is in 10" letters.

Fig. 129

Bright Lights Always Attract Attention

THE LeRoy Theatre Sign shows a beautiful large display for theatres. The top line is in 12" letters, and the vertical part in 14" letters. This sign is using the "running lamp borders," which are more or less obsolete. We do not recommend the use of the lamp borders, for neon borders use far less electric current, and are more attractive.

◆

The Chop Suey Sign shown here has five lines of painted lettering, and 8" letters in the neon letters.

Fig. 130

Where a store cannot use a double faced sign, it is best to use a neat display like figure 131. This is a single faced sign, made to fit flush against the building. Customer should use letters to fit his required space, the size of the letters depending upon how many letters in his name, the size of space, etc. See page 32 on "how to figure the size of signs."

Fig. 131

Raised Opal Glass Letter Signs

Fig. 132

Figure 132 shows a tall, narrow sign, used where they wanted no glare. This sign has 8" and 10" letters.

WHILE signs with raised opal glass letters are entirely obsolete in most places, yet there are locations where the brilliant colors of neon, are not desirable.

For such locations we recommend the use of raised opal glass letters. It is to be remembered, that while raised opal letters are lower in price on the original purchase price, yet it takes about three or four times as much current to operate such a sign, as the same lettering would require on a neon sign.

Fig. 133

Figure 133 shows a very attractive Hotel Sign. This shape is fancy, and the customer who purchased this sign did not want the loud colors of neon. For the man who wants such a conservative sign, this will answer the purpose.

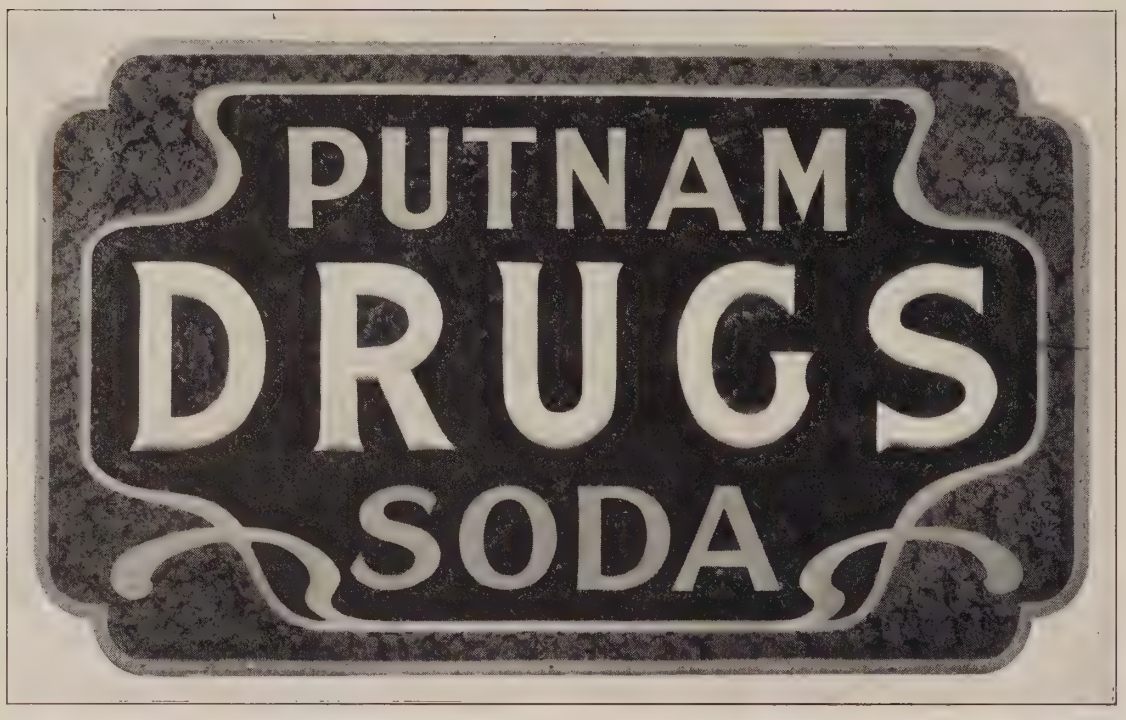


Fig. 134

THE Drug Store and Coffee Shop Signs on this page show the clear daylight effect of raised opal glass letter signs. Such signs should be used only where the brilliancy of neon is not desirable.

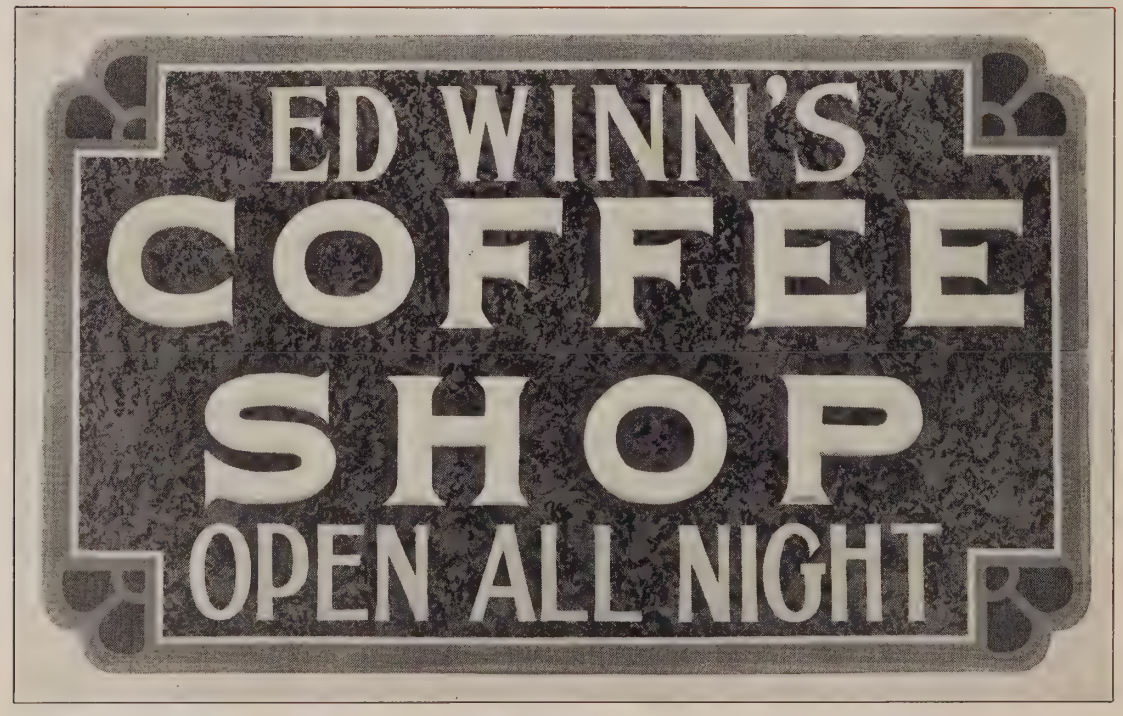


Fig. 135

Suggestive Shapes for Attractive Signs

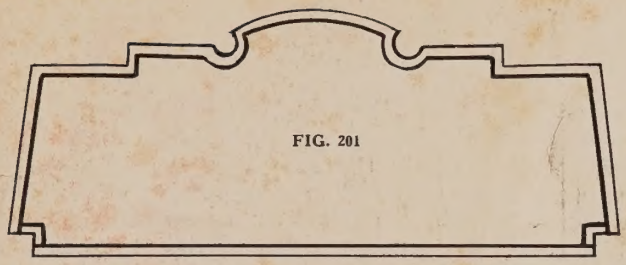


FIG. 201

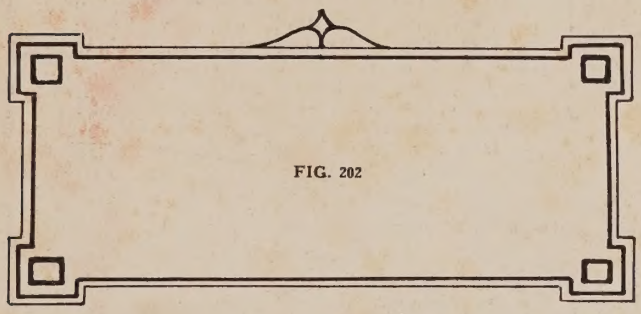


FIG. 202

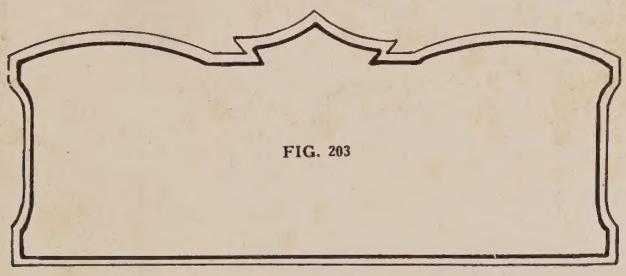


FIG. 203

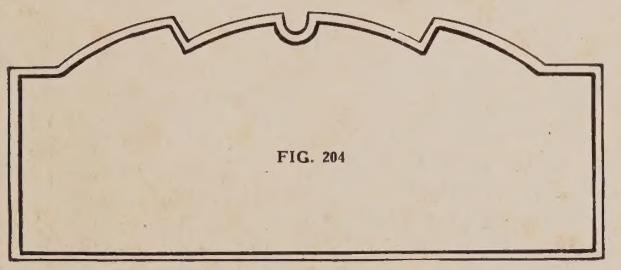


FIG. 204

FIG. 205

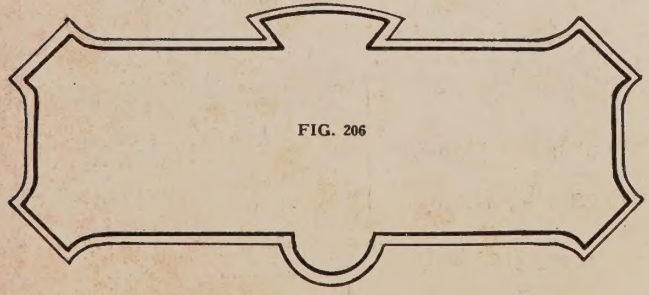


FIG. 206

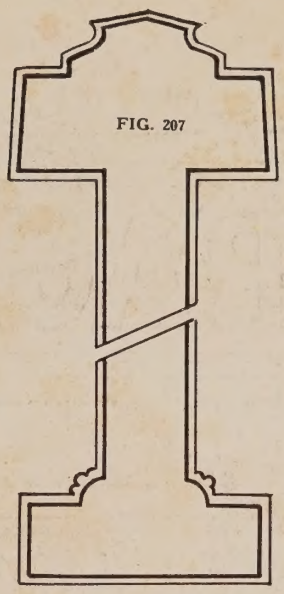


FIG. 207

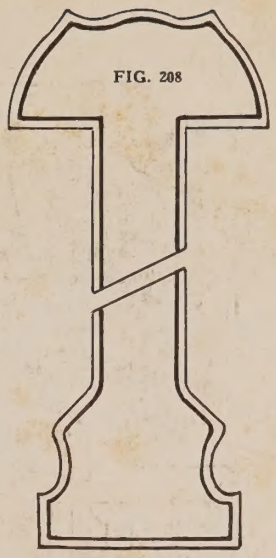


FIG. 208

FIG. 209

FIG. 210

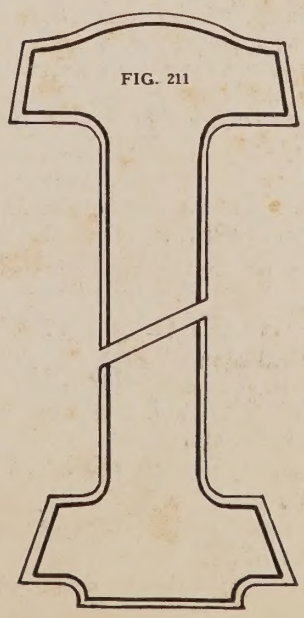
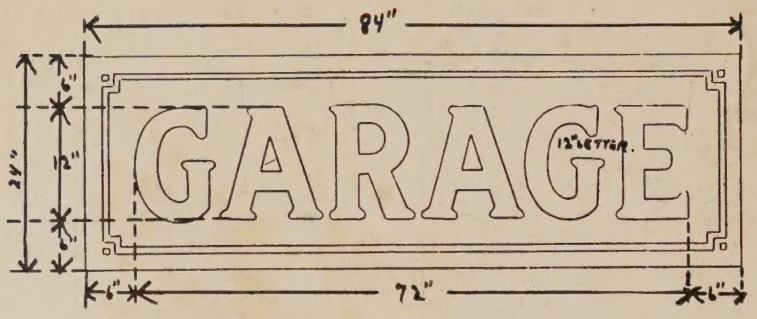
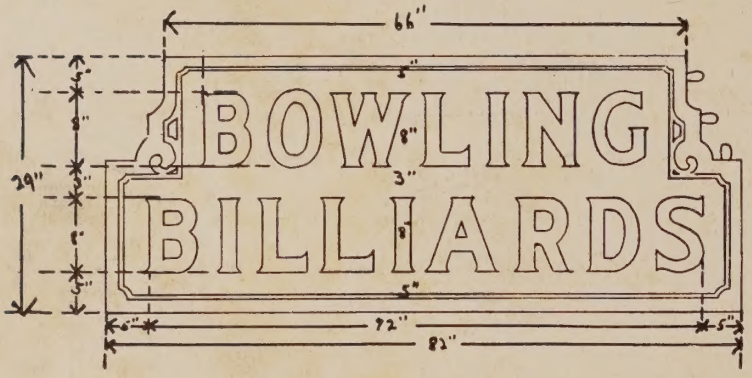


FIG. 211

FIG. 212

How to Estimate the Size of Any Sign





Rule No. 1

LENGTH OF HORIZONTAL SIGNS

Multiply the **number** of letters, by the size of letters, to determine the length of a sign. To this, add for one extra letter to take care of the border on each end of sign. This "border" must never be less than 5" on each end.

Example: Refer to the GARAGE sign, which has six 12" letters. 6 x 12"=72", plus one extra letter or 12", makes total length 84" long.

Example: Refer to BOWLING BILLIARDS sign. Take the longest word. Billiards has nine 8" letters, or 72" plus 10" for borders, makes total length 82".

Rule No. 2

HEIGHT OF HORIZONTAL SIGNS

Add the height of each line of letters, and for the space between two lines or more of letters, add 40% of the largest letter in the two lines. This space must never be less than 3". Also, add the same amount for border on top and bottom, as you would add on the ends of sign.

Example: BOWLING BILLIARDS sign. You have 2 lines of 8" letters, which is 16". For space between lines, add about 40% of 8", which is about 3". For top and bottom space for border, add another 10", making the sign 29" high.

Thus, the total height and width of the BILLIARDS sign is 82"x29", giving you a size of approximately 6 5/6'x2½', or about 17' of body.

Example: GARAGE SIGN: This has one line of 12" letters. The border on ends is 12", which is the amount you will have to allow for space on top and bottom also. Thus, this sign is 24" high. The length has already been shown to be 84" long, so your sign is 7'x2', or has 14 square feet in the body.

Rule No. 4

HEIGHT OF VERTICAL SIGNS

Add the letters, and allow 40% for space between the letters. Add at least 10" for space on top and bottom of signs. Usually such signs have slight curves or some fancy shape on top or bottom, for which it is best to add a few inches extra. You must use your judgment on this. But we must have AT LEAST 5" on top and 5" on bottom, or more.

Example: Skinner sign. This sign has seven 12" letters. It also has lines of lettering on bottom. You would estimate the bottom part as a horizontal sign, as shown in Rules No. 1 and No. 2, and estimate the actual vertical part itself. Our figures are very clear on this.

Rule No. 4

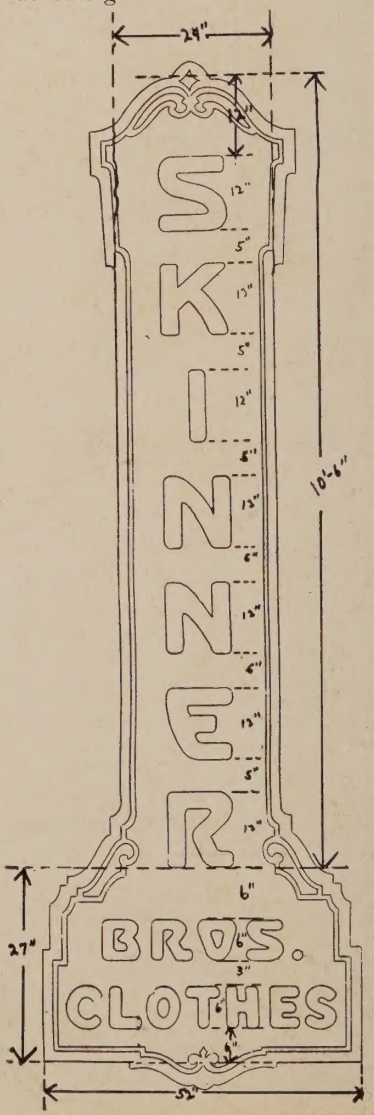
WIDTH OF VERTICAL SIGNS

The main body of a vertical sign is usually double the size of letter used. For example, a sign with 8" letters in vertical section would be AT LEAST 16", or more usually 18" wide. With 10" letters, it would be at least 20" wide. With 12" letters, 24" wide, etc.

You will notice in Skinner sketch, the top part widens out a few inches. Just estimate this as best you can.

SKINNER SIGN: Vertical section, 10½'x2' or 21' of body; bottom section 4 1/3'x2 1/3', or about 10'.

THUS, you have slightly over 31' of body, so we will consider it 32' of body.



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